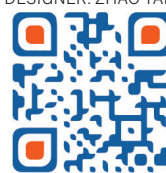


# BEIJING TODAY

## COMMERCE



APRIL 25, 2014 • No. 672 • PUBLISHED BI-WEEKLY • CN11-0120 • ¥ 3.00 (METRO & COMMERCE)

# Capital's best reservoir retreats

Travel during the May 1 holiday can be a pain. If you haven't booked your tickets out of the city yet, consider a more relaxing outing in the suburbs.

Beijing is surrounded by several strategic reservoirs used as water parks throughout the spring and summer months. They can be a great getaway for fans of fishing, boating and barbecuing.

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## Home air monitors get 'smart'

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# Mocha app offers a new approach to makeup



Mocha app use instruction of videos to help sell makeup products.

By BAO CHENGRONG  
Beijing Today Staff

Many apps provide makeup suggestions, but few are like Mocha.

Designed by Yunyao Technology, the new smartphone app helps users find suitable makeup.

The search begins with a scan of the user's skin type. Based on the results, it returns videos that teach how to apply compatible beauty products and provides links to where related brands can be purchased.

The current version of the app catalogs more than 200,000 products by 3,600 brands.

Time spent in the Mocha app helps users earn virtual currency that they can spend on makeup products each month.

The app also provides a community platform where users can interact. Huang Yi, co-founder of the app, said 30 percent of the site's content is contributed by experts and senior users. The online interaction has also helped to boost offline shopping.

A social network veteran, Huang left Renren in 2012 to develop Mocha with four team members from Baidu and Tencent.

The early stages were difficult as investors sought too much control. However, the product improved, and Huang's team won its first 1 million yuan investment last April.

The app has recently updated, and Huang said the retention time for users has grown from 10 minutes to 13 minutes per session.



# Air monitoring hardware gets smart

By BAO CHENGRONG  
Beijing Today Staff

The capital's thick smog has created a big opportunity for companies in the business of selling better air or monitoring its quality.

The most recent arrival is a home air monitoring unit by Moji Wind and Cloud Software Technology Development, the company behind the popular Moji Weather app with more than 200 million downloads.

Unlike many air monitors which focus on monitoring formaldehyde, Moji's monitors the PM2.5, carbon dioxide and humidity levels of a user's home. The base unit pushes real-time updates to the Moji app.

Jin Mou, CEO of Moji, said the company's air monitor can detect particulate matter as small as 0.3 microns – 0.7 microns smaller than most competing products.

But accuracy comes at a high cost,



iKair

and Jin said Moji's business model will depend on selling the first batch of monitors at a loss. It is currently cooperating



Moji air monitor

with several air purifier suppliers to use the device as a control tool after the product's release on May 11.

Moji is not the only company working on smart in-home air monitors.

Dog Nose, a formaldehyde monitor, is the smallest available air monitoring unit. It can be powered over the headphone jack of an iPhone or iPad.

iKair, another smart air monitor, shares its discoveries over Wi-Fi. It polls the indoor environment for 24 hours and

sends the data to users' smartphones. It also provides warnings when indoor pollution levels exceed a certain range.

The iKair is sensitive to ammonia, oxides, sulfide and smog. It can be expanded with more modules to monitor for PM 2.5 and formaldehyde.

iKair's app can tie several devices to each user account. Users can check the air condition of their offices from home or learn the air conditions in their home while at the office.

# Sham colleges, counterfeiters benefit from China's diploma craze

By BAO CHENGRONG  
Beijing Today Staff

China is hungry for degrees: legitimate or otherwise.

According to a recent investigation into the US "diploma mill" industry by the Ministry of Education of China, as many as 95 percent of the fake diplomas produced in the US are being sold to Chinese students.

A foreign diploma is the dream of many young adults and their parents, and it's a dream that's being exploited.

China's desire for higher education and lack of familiarity with the US accreditation system is bringing record opportunity to diploma mills and related shady industries.

Diploma mills typically approach students by using a school name that sounds deceptively close to a legitimate school, said Jennifer Weingarten, an adjunct professor at Utah Valley University and education advice columnist. The University of Honolulu, one notorious diploma mill, can easily be mistaken for Honolulu University.

Many of the fake schools put on the appearance of "higher education," offering legitimate-looking degrees to students who are willing to pay for a few weeks or months of class.

The US Department of Education last updated its own index of diploma mills in 2012. At the time, as many as half of the bogus school were located in Hawaii and California.



With its lax laws, privatized regulation of schools and religious protections, the US is the most popular destination for diploma mills, the Associated Press reported. Many of the fake schools skirt regulation by posing as religious institutions.

Wang Huiyao, founder of Center and China Globalization, said that the procedure to open a "university" in the US is simple and inexpensive. In many States, both companies and individuals can apply to register a university.

Blind pursuit of diplomas is also driving a similar industry at home.

Among the Top 100 diploma mills indexed by Sdaxue.com in 2013, 73 were located in Beijing. Many use similarly confusing names: Capital University Finance and Trade and Beijing Economics and Trade University have both attempt to pass themselves off as the University of International Business and Economics.

ness and Economics.

But for students who must have a Harvard University diploma rather than one from the "University of Harvard," there is another option.

Since 1996, Back Alley Press has been printing counterfeit diplomas for customers around the world. Its orders come primarily from China, Europe and the US, with a few diploma buyers in Australia, Canada, India, Israel, Korea and Kuwait.

The website sells perfect reproductions of any degree for "novelty" purposes. The only exception is medical degrees, which Back Alley Press stopped offering after a nurse using fake diploma killed a patient.

Most degrees cost \$100 and are processed within three days.

Back Alley Press is part of a wider counterfeiting industry that includes Next-Day Diplomas, ND-Center and Phony Diploma.

Confused about which to use? The Underground Review bills itself as a "consumers union" of sorts, ranking counterfeiters by their price and craftsmanship.

Incidentally, Back Alley Press is ranked No.8 in the list for overall quality.

It's worth taking a step back to think about why there is such a demand for

fake diplomas. Wang Huiyao, director general of the Center for China and Globalization said it may be due to unreasonable demands being placed by recruiters.

Both domestic and transnational businesses prefer to hire workers with diplomas from the world's most famous schools, and overseas diplomas are a key resource needed to advance into a high-earning position, according to the Center for China and Globalization.

## Detecting a diploma mill

Students heading abroad are advised to be cautious when they get an offer that seems too good to be true. There are several ways to tell whether a school is a legitimate institute of higher education or a diploma mill.

First, review the list of 10,000 colleges recognized by the Chinese Education Department. The list includes schools in 44 countries, as well as more than 400 recognized by Sino-foreign institutes.

Choose a reliable overseas study agency to advise you on your education career. The industry is highly unregulated and full of inexperienced con-men offering big promises in exchange for big payments.

For US universities in particular, students can check whether they are recognized by the State-level government. Almost all legitimate schools are recognized by a State government: the ones that aren't are recognized by an Indian Tribe or the US Congress.



Chinese students are a prime targeted of US diploma mills.

CFP Photos



# EU screens European film for Chinese fans

By LIU XIAOCHEN  
Beijing Today Staff

Chinese cinema lovers can enjoy 15 free European films through July 2 as part of the second EU Online Film Festival, an online event organized in collaboration with LeTV.com.

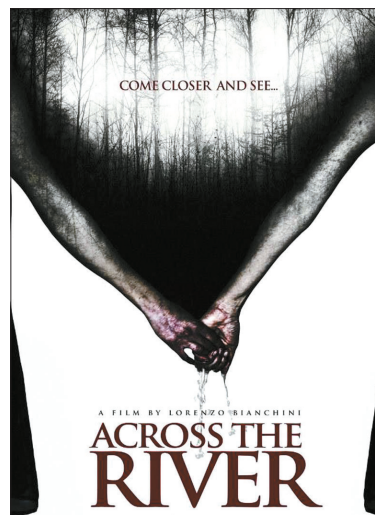
Held by the Delegation of the EU to China, the festival gives a wider domestic audience the chance to experience European film and culture for free over the Web.

Exhibited films are selected from several recent film festivals, such as the Sundance Film Festival and the Berlin International Film Festival. Each film can be watched on Euoff.org and will be screened in its native language with Chinese subtitles.

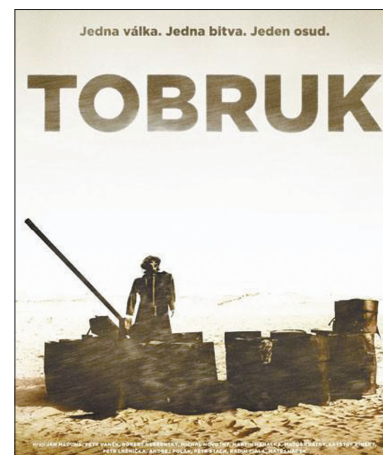
"The recent success of Chinese film at the Berlin International Film Festival shows that film is another field where EU and China share a common interest. As a part of growing people-to-people exchange, the EU Online Film Festival provides first-hand material on people, daily life and culture to Chinese viewers," said Carmen Cano, head of the EU delegation, at the opening ceremony of the festival.

"This exhibition captures the essence of European film," said actor Chen Peisi. "For viewers, it is a good opportunity to enjoy foreign film culture."

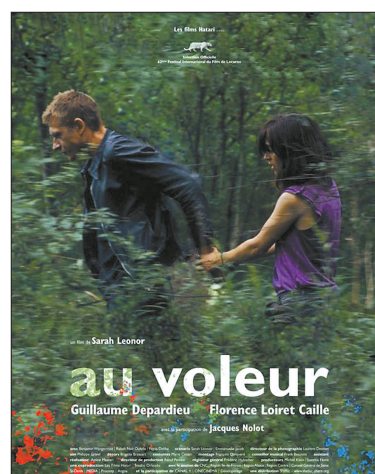
Famous filmmakers such as Gianluigi Perrone, producer of *Across the River* and *W Zappatore*, and Ilkka Jarvilat, director of *City Unplugged*, attended the opening ceremony.



Across the River



Tobruk



A Real Life



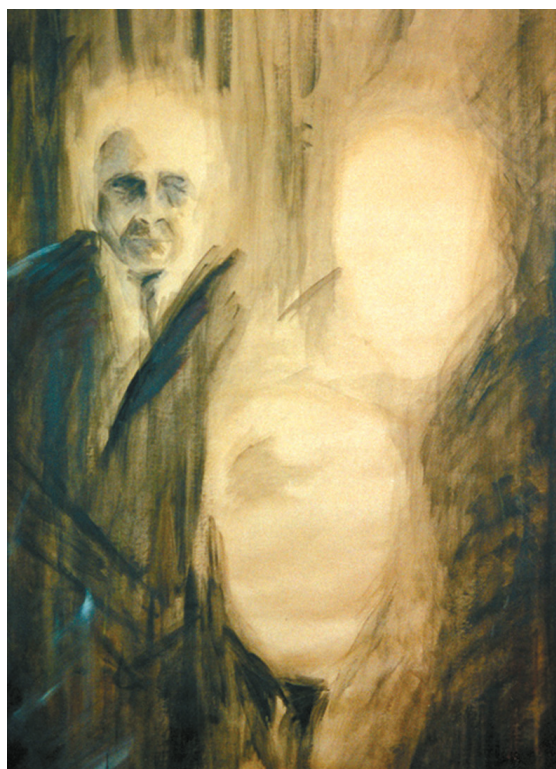
Love Eternal

## Film List

*A Real Life* (Au voleur), 2009, France  
*Coline, Friends of my Friends*, 2010, France  
*Corridor* (Isolerad), 2010, Sweden  
*Life's No Piece of Cake*, 2013, Germany  
*Off The Beaten Track*, 2011, Romania  
*The Magic of Hope*, 2011, Spain  
*Trapped*, 2008, Ireland  
*The Tragedy of Man*, 2011, Hungary  
*Tobruk*, 2008, Czech / Slovakia  
*The Guide*, 2012, Greece

*Fire Heart: The Legend of Tadas Blinda*, 2011, Lithuania  
*Oltreil Guado* (Across the River), 2013, Italy  
*W Zappatore*, 2010, Italy  
*Love Eternal*, 2013, Ireland, Luxembourg and Netherlands  
*City Unplugged*, 1993, Estonia and Finland  
*Rosenberg*, 2013, Sweden  
*EU-China Dream Seekers*, 2013, the EU

# Swiss embassy promotes contemporary art



Les Memories II, 1997



Fallen Angel I, 2003



Exhibition of Pascal Yerly

By LIU XIAOCHEN  
Beijing Today Staff

Contemporary art refers to art created in the present time that reflects the modern spirit and artistic language.

Through May 23, the Swiss embassy is introducing artist Pascal Yerly to present the contemporary art of Switzerland.

Yerly is a Swiss artist who started his career in Switzerland after earning a Bachelor's of Fine Arts at Auburn University in 2000.

His own paintings, photos, videos and interactive installations explore techniques and concepts are stimulated by cross-cultural exposure. In his art, Yerly bridges experimental themes and intriguing aesthetics with his sensitivity to beauty.

There are more than 8,000 registered artists in Switzerland. The Swiss government, including the Swiss embassy and Pro Helvetia, are all charged with the promotion of Swiss culture abroad.

Two thirds of Pro Helvetia's budget is dedicated to overseas projects. It organizes the Swiss House international exposition and the country's presence at the Venice Biennale.

**Where:** No. 5 Shunbai Lu, 5 Hegezhuang, Chaoyang District (Opposite Hotshow Art Studio, beside the Orchard)

**When:** April 20-May 23, 10am-10 pm

**Tel:** 8532 8816 or 18801161155

**Entry:** Free

**Web:** pascalyerly.com



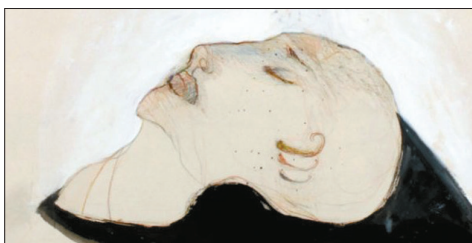
# Cultural festival celebrates Sino-French relations



Work from "Ten Masterpieces of French Painting"



Music performance by Matthien Ha



Visual art



Dance



Visual art exhibition

By LIU XIAOCHEN

Beijing Today Staff

Festival Croisements, the annual French cultural festival, is back. Through July 10, as many as 1,000 French artists will perform in 40 Chinese cities.

This year marks the 50th anniversary of diplomatic relations between France and China, and the festival is a cornerstone of the year's diplomatic exchange.

The festival will present the vitality and innovation of French film, drama, dance, music, visual art, new media and literature through youth-oriented performance.

As one of the important parts of Festival Croisements, the 11th French Film Exhibition will present French cinema in 10 Chinese cities, including Beijing, Shanghai and Chengdu.

Ten Masterpieces of French Painting, the opening exhibition of the festival, began on April 11 in Beijing. Participating museums include The Museum of the Le Louvre Museum, the Orsay Museum, Palace of Versailles, the Picasso Museum and the Pompidou Center for the Performing Arts.

The collection includes 10 pieces from eight French masters, such as Pierre-Auguste Renoir, Pablo Picasso and Pierre Soulages.

"These 10 works are national treasures of France that are being taken abroad for the first time," said Chen Lüsheng, deputy head of the China National Museum.

"This festival is a significant event. I hope it can present the essence of French contemporary art and strengthen the Sino-French cultural exchange," Ambassador Madame Sylvie Bermann said.

Festival Croisements was created after China and France shared cultural years in 2003 and 2005. It is held to continue that strong cultural exchange.

It is currently France's largest overseas cultural festival and China's largest foreign cultural festival.

Ten Masterpieces of French Painting

**Where:** 16 Dong Chang'an Jie, Dongcheng District

**When:** April 11 – June 16

**Tel:** 6512 8901

**Entry:** Free

## UK adjusts immigration to absorb international talents

By LIU XIAOCHEN

Beijing Today Staff

The UK revised its immigration laws last month in hopes of helping British enterprises soak up top talents from abroad. The move could mean significant changes for the UK's digital technology industry and improved relations with China.

The revision opens a special visa channel for top talents in the field of digital technology, establishes a new visa type for language teachers and extends the visa duration for high-tech employees to grant them greater flexibility in employment.

Prime Minister David Cameron announced the UK's intent to draw more top talents last December, allowing Tech City UK to endorse top innovators and professionals in their field so that they can come to the UK without the need for a sponsoring employer.

The change would make the UK an attractive destination for digital technology specialists and allows its digital technology industry to attract the world's best, Tech City UK's CEO Gerard Grech said.

"Digital technology companies across the UK are engines for growth; creating jobs and attracting investment. Essential to a digital entrepreneur or CEO as they grow their business is the ability to attract global tech talent," Grech said.

"When scaling a digital technology company, the ability to attract the best and brightest talent at the required moment to stay on that growth path is essential. Tech City UK has collaborated with government and colleagues from across the tech community to develop immigration criteria that will help open the UK to exceptional tech talent," said Steve Orr, director of NISP CONNECT at Northern Ireland Science Park CONNECT.

The new type of visa for language teachers will help teachers to come to the UK and share different cultures. The first phase of the new visa program will focus on Chinese training to improve Sino-British cultural exchange.

The change in immigration rules is helpful for British enterprises to get advanced technological talents, and at the same time supports the long-term plans of the govern-



The new UK immigration law is offering a special visa class to Chinese teachers.

CFP Photo

ment to build a stronger and more competitive economic system.

"These changes today will ensure that the UK remains competitive in attracting global talent to work for British businesses, so that we can succeed in the global race," said James Brokenshire, minister of Immi-

gration and Security. "We are building an immigration system that works in the national interest as part of our long term economic plan. One that is fair to hard-working British citizens and legitimate migrants and tough on those who break the rules or flout the law."



# Scenic retreats to suburban reservoirs

By **LIU XIAOCHEN**  
*Beijing Today Staff*

Travel can be difficult during next week's short vacation. For anyone who hasn't already booked a cross-country trip, a relaxing outing in the suburbs may be a better alternative.

Beijing's May is warm – even hot – and the suburbs are a good place to escape the heat and pollution. The city's outskirts offer ample opportunities for fishing, boating and barbecuing, all accessible from cozy home inns.

## Shangzhuang Reservoir

Located to the northwest of downtown Beijing, the Shangzhuang Reservoir is found in Shangzhuang Town, Haidian District. The 4-kilometer-long reservoir is a popular destination for short travels, barbecues and fishing trips. Many small barbecue shops offer group purchase online.

The upper reaches of the reservoir are very shallow and good for fishing crucians, carp, grass carp, silver carp, bigheads, catfish, snakeheads and mandarin fish. The reservoir has far more fish than the city's other natural reservoirs.

## Miyun Reservoir

Located along the Yanshan range, the Miyun Reservoir can be found at the north most end of Miyun County. The reservoir was established in 1960 as the largest and only source of drinking water supplying the capital.

A 110-kilometer highway winds around the res-



Huairou Reservoir

CFP Photos

ervoir and connects some of the most scenic areas in the east of the capital. The average temperature in summer is three degrees cooler than downtown, making it a great place to beat the heat.

Miyun Reservoir produces wild reservoir fish. It is frequently billed as Beijing's "fish town," with such popular local dishes as stewed fresh fish with reservoir water and paste pancakes.

## Guanting Reservoir

The Guanting Reservoir is in Yanqing County, about 70 kilometers from Deshengmen.

The reservoir is connected to many scenic locations and flanked by gardens. Visitors can tour the dam, swim, boat, fish and try water parachuting.

The Guanting Reservoir shares a similar geography with the Miyun Reservoir. It is located between two mountain ranges with quality water and a spacious open area. There are steep rocky shores and a fine beach at the southern

end. The nearby sandy land produces a variety of sweet fruits.

## Huairou Reservoir

Located in the far west of Huairou District, the Huairou Reservoir is one of the main water conservation projects for Beijing's suburban area. The reservoir is surrounded by mountains and has a capacity of 144 million cubic meters of water.

Huairou's reservoir is surrounded by 3,200 acres of forest. Although it is not as large as the Miyun Reservoir, it is well built and suitable for short excursions. Visitors can climb the nearby Xiaolong Mountain to enjoy a panorama of Huairou District.

## Ming Tombs Reservoir

The Ming Tombs Reservoir is located in Changping District, about 40 kilometers from Beijing's downtown. It is a national water conservancy scenic area with many functions, including flood control, hydroelectric power, tourism, leisure and education.

The reservoir includes the integrated Jiulong Amusement Park, a part of the Ming Tombs Reservoir tourist area. Ornamental recreation areas include an underwater palace, aquarium, butterfly exhibition, Dinosaur Valley and Guanyin Island.

The dam's top structures are designed in traditional Chinese style and house an arts and crafts shop, a drink shop and a snack bar. There are two cruise ship terminals where visitors can rent a boat.



Guanting Reservoir



Ming Tombs Reservoir



Miyun Reservoir





## Sport

### 2014 Longines Equestrian Beijing Masters opens in May



The opening ceremony for the 2014 Longines Equestrian Beijing Masters was held at the Beijing Pengyuan Frisian Horse Club on April 11.

The fierce competition, the first international competition staged at the Bird's Nest four years

in a row in the post-Olympic era, begins on May 9 and continues through May 11.

It will be the first event of its kind to meet the World Equestrian Association CSI three-star standard (FEI CSI3), representing the highest level of equestrian sport in China.

## Education

### Curtain closes on New Oriental Cup's Spoken English Contest

The 4th New Oriental Cup Spoken English Final Contest ended on April 23. Twelve brilliant college students competed for the team championship and individual championship prizes.

Themed "From Campus to Career," the contest's winners

will have the opportunity to be employed by New Oriental Education Technology Group and Youdao, a subsidiary of the popular portal website Netease.

The contest was held by koolearn.com, an online education brand under New Oriental Group.



## Stage

### Performance 'Miss Julie'

Strindberg's classic tragedy tells how the aristocratic Julie encounters the servant Jean in the kitchen of the manor. Jean's fiancée Kristin comes and goes and eventually falls asleep in the kitchen, where Jean and Julie flirt with one another.

After a night of passion, the roles are reversed. Jean becomes the stronger one, with Julie

humiliated by having lost her virginity to a servant. Jean convinces Julie to steal money from her father and elope with him. Finally he gives Julie his razor and convinces her that the only way for her to escape her predicament is to commit suicide.

Katie Mitchell and Leo Warner re-imagine Strindberg's classic text through the eyes of

the cook, Kristin. As Julie and Jean's pursuit of one another escalates, the production uses film and live sound effects to track the events from his fiancée, Kristin's perspective.

**Where:** Peking University Hall, 5 Yiheyuan Lu, Haidian District

**When:** April 30, 7-9:30 pm

**Tel:** 6275 1278

## Music

### Strawberry Music Festival 2014

Strawberry is organized by Modern Sky, one of Beijing's largest record labels. With satellite events in Wuhan, Xi'an, and Zhenjiang, the yearly rock fest is probably China's largest.

This year's line-up has a diverse mix of rock, Chinese pop and folk, plus an electronic stage that has some regular Shanghai faces and a few international guests.



Strawberry Music Festival 2014 will be held in Tongzhou District at the Canal Park from May 1-3. The three-day festival boasts a line-up of more than 60 indie and alternative bands from around the world.

**Where:** Tongzhou Canal Park, Tongzhou District, Beijing

**When:** May 1-3, 12:30-10 pm

**Price:** 180-680 yuan

**Web:** en.damai.cn/event/tickets\_64925/

### Deafheaven

This summer, Deafheaven embarks on a world-wide tour that shakes the foundations of some of China's greatest livehouses. With their hybrid black metal, *Pitchfork* calls the band a "modern classic" bound to forever change the landscape of black metal.

*Stereogum* boldly proclaimed their sophomore album, *Sunbather*, as "very much a masterpiece." Split Works have lined up stops in May for metal-heads in Beijing and Shanghai.

**Where:** Yugong Yishan, 3-2 Zhangzizhong Lu, Dongcheng District



**When:** May 9, 9-11:52 pm

**Price:** 140 yuan (door) / 100 yuan (presale)

**Tel:** 6404 2711

**Web:** yugongyishantickets.taobao.com

## Art

### Qinghai Thangka master's paintings at National Museum

Niangben, a master of Thangka painting, presented his 65 exquisite Tibetan Buddhist works at the National Museum of China on April 16.

Thangka art has a history of more than 1,000 years. It is regarded as the carrier of Tibetan tradition with deep roots in the culture's religion, history, technology and art.

In addition to his paintings, the mineral pigments and the tools used to paint Thangka are also on exhibition. The display shares basic information about Tibetan Buddhism and the study of this art form.



**Where:** North 11 Exhibition Hall, National Museum of China

**When:** From April 16

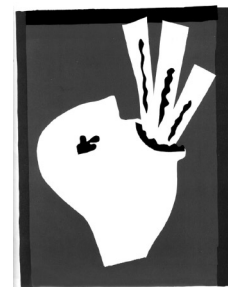
**Tel:** 6511 9408

**Email:** gbxwxc@163.com

### Regarding Matisse and Jazz

West-East Gallery is proud to exhibit *Jazz*, one of the French artist Henri Matisse's (1869-1945) most prominent and exciting works. The suite of 20 prints was produced between 1938 and 1946, following Matisse's original intent to create a portfolio of prints based on his cut-outs titled "Le Cirque" (The Circus).

Ultimately, his friend and publisher Teriade convinced him change the name to *Jazz*. Following their publication in 1947, Matisse stated "Jazz is rhythm and meaning," leading an American art critic to say that "Matisse has taught the eye to hear."



**Where:** WEST-EAST Gallery, A5001, Jiu Chang Art District, Wangjing, Chaoyang District

**When:** April 25-May 18, 1-5 pm (open Fridays, Saturdays and Sundays)

**Tel:** 15911090204 (Chinese) / 13693669719 (English)

### Lee Mingwei: Sonic Blossom

"Sonic Blossom" is a performance installation by Lee Mingwei, a Taiwan-born and New York-based artist. In it, a classically trained opera singer selects a random visitor and asks them if they can offer a gift. If the visitor says yes, the singer serenades them with a piece from Franz Schubert's *Lieder*.

Lee devised *Sonic Blossom* while caring for his mother after a surgery. As classical music enthusiasts, the pair found solace in listening to Schubert's *Lieder*, a series of arrangements for piano and voice. During a time when Lee's mortality was very immediate and real, *Lieder* represented a fleeting moment of tranquility made more beautiful by its ephemerality.

The UCCA presentation of *Sonic Blossom* marks the piece's China debut and its second performance worldwide after being unveiled at the National Museum of Modern and Contemporary Art, Korea in 2013.

**Where:** UCCA (Ullens Center for Contemporary Art) 4, Jiuxianqiao Lu, Chaoyang District

**When:** April 26-May 18, 10 am-5 pm

**Tel:** 5780 0200





# Wyndham Hotel Group aims to expand China market

By VENUS LEE  
Beijing Today Staff

Although China's corruption battle has cast a shadow over the development of upscale hotels, Wyndham Hotel Group (WHG), with its large portfolio of economy, mid-scale, upscale and resort brands, seems immune.

"WHG will continue to expand its business in China in every place our customers want to travel," said Bob Loewen, executive vice president and chief operating officer of Wyndham Hotel Group.

WHG is the world's largest and most diverse hotel company. It operates 645,400 rooms in 7,490 hotels in 70 countries. The company's portfolio includes 15 well known hotel brands.

Within China, WHG operates 82,140 rooms in 695 hotels under five hotel brands: Wyndham, Ramada, Howard Johnson, Days Inn and Super 8. Its China properties represent more than 85 percent of WHG's operations in the Asia-Pacific region.

Asia Pacific is the fastest growing region outside of North America for WHG. China is a strategic market for WHG due to its strong economy, growing demand for travel products and increasing spending power of the domestic consumers.

Super 8, one of WHG's economy hotel brands, is very popular in China. It operates 530 hotels with nearly 4,000 rooms scattered across most of China's major cities.

In Loewen's eyes, when it comes to basic require-



Bob Loewen, executive vice president and chief operating officer of Wyndham

ments, a Chinese traveler is not much different from an American one. They all want a clean room, good food and convenient Wi-Fi access, he said.

"But each market is also unique, so as a hotel opera-

tor. We must bring market-specific services to our consumers," he said.

In the next five years, WHG will expand its portfolio in exciting cities such as Xi'an, Chongqing, Hangzhou, Sanya and Xishuangbanna. "WHG will persistently and actively develop its business in China," Loewen said. "Those cities present enormous opportunities for hotel operators like us to expand our footprint and provide high-quality accommodations to business and leisure travelers."

While continuing to develop its current brands in China, the Group is introducing more brands to enrich the offerings. The group plans to introduce two unique brands – TRYP by Wyndham and Planet Hollywood Hotels – to meet the increasing demand for hotels with style.

Franchised and managed hotels are the two major business models of Wyndham Hotel Group. Its successful franchising business model provides hotel owners with sufficient opportunities to operate their hotels with enough flexibility to attract Chinese investors.

"We will carefully choose hotels owners as our business partners and offer them training on pre-opening and daily operation," he said.

The Wyndham hotel brand was founded in 1981 by Trammell Crow in Dallas. WHG is one of the three business units of Wyndham Worldwide Corporation (NYSE:WYN), one of the world's largest hospitality companies providing hotels, timeshare resorts, vacation rentals and timeshare exchanges.

**洋洋兔漫画**

《漫画中国》系列

《小布丁》系列漫画

《漫画十万个为什么》系列

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